



## **Virginia Grown Farmers' Market Photo Contest Rules 2011**

Farmers' Markets present an array of interesting colors, shapes, patterns, people, signage and more. Capture your favorite Farmers' Markets unique sense of place through the lens of a camera and enter to win. Submit your best photo taken at a Virginia Farmers' Market between the dates of July 1 and August 17, 2011 for an opportunity to win a Virginia Grown/Virginia's Finest Prize Package.

Submit your digital photo to the Virginia Department of Agriculture and Consumer Services (VDACS) for an opportunity to win one of three \$100 Virginia Grown/Virginia's Finest prize packages, one for adults, one for youth and one for children up to age 12. The winners will be judged by a panel of photography experts from all eligible photo entries received by VDACS no later than August 17, 2011. No purchase necessary to win.

E-mail your photos to [vagrown@vdacs.virginia.gov](mailto:vagrown@vdacs.virginia.gov) or mail them to Virginia Grown Photo Contest, VDACS, P.O. Box 1163, Richmond VA 23218. Send one photo per person with entry form. Limit one photo submission per contest year. The winners will be announced no later than Friday, August 26, 2011. Read complete details below.

Three prize packages of Virginia Grown produce and Virginia's Finest products, each valued at \$100, will be awarded to the winners. Each entry must include entrant's name, address, daytime phone number and e-mail address, name of Farmers' Market where the photo was taken and date of photo. It must be received by the Virginia Department of Agriculture and Consumer Services no later than August 17, 2011.

Four winners will be announced,

- One for entries from children up to age 12,
- One for youth ages 13 – 18
- One for entries from adults ages 19 and up
- PLUS a Special prize will be awarded to the Farmers' Market that submits the most entries.

The winners will be announced on or about August 26, 2011.

Winners will be notified by mail by the Virginia Department of Agriculture and Consumer Services and will be required to execute and return an Affidavit of Eligibility and Publicity/Liability Release that must be received by VDACS no later than September 17, 2011, or prize will be transferred to the next winner, unless prohibited by law. The procedure will continue until prizes are accepted. Winners are subject to verification. In the event that the winners are not reachable at the address/phone number provided, alternate winners will be selected.

No purchase necessary. Odds of winning depend on the number of eligible entries received.

Photos must be original and previously unpublished; they must not have been used for promotional purposes and must not have won other contests. Photos must feature Virginia Farmers' Market scenes and products.

VDACS reserves the right to edit photos as necessary.

Contestants must include the names of all people featured in the photograph, including a release statement for all identifiable images of youth under the age of 18.

VDACS will post eligible photos on the VDACS website; the VDACS Division of Marketing and Office of Communication will determine the eligibility of photos as entries and for online display.

Entries become the property of the Virginia Department of Agriculture and Consumer Services and may be used for promotional purposes without additional compensation for the entrants.

The dates of the contest are July 1, 2011 – August 17, 2011.

Value of each of the four prizes is up to \$100. Possible taxes on the additional income represented by this prize will be the responsibility of the winners.

The prize is non-refundable, non-transferable and cannot be substituted or exchanged for cash or credit. Any expenses involved in claiming the prize are the responsibility of the winner.

Employees of the Virginia Department of Agriculture and Consumer Services and immediate families are not eligible to win the prizes but may submit photos.

Each entrant must contain the entrant's name, address, daytime phone number and email address and Farmers' Market where photo was taken and date of photo. Illegible entries will be discarded.

The contest is subject to all state and federal regulations. Void where prohibited.

For the name of the winners, please send a stamped, self-addressed envelope to the Virginia Department of Agriculture and Consumer Services, Office of Communications, PO Box 1163, Richmond VA 23218.

By participating in this contest, each entrant agrees to release, discharge and hold harmless the Virginia Department of Agriculture and Consumer Services and vendors supplying the contents of the prize package from any and all liability with respect to the use or misuse of this prize and agrees that these entities are in no manner responsible or liable for any warranty or guarantee, expressed or implied in fact or in law relative to any prize.

If, for any reason whatsoever, this Contest, in VDACS' sole opinion, is not capable of running as planned, and in VDACS sole judgment, corrupts or affects the administration, security, fairness, integrity or proper conduct of this Contest, VDACS reserves the right at its sole discretion to cancel, terminate, modify or suspend this contest and limit entries to those submitted prior to the action taken, or proceed in such a manner as may be deemed fair and equitable by VDACS in its sole discretion.

